



Station Order Planned Parenthood Action Fund 2012

Market: Washington, DC
Flight Dates: Wednesday, June 13, 2012 to Tuesday, June 19, 2012

Estimate ID
11193

Contact: Susan Petro/Barbara Monares
Email: bmonares@wjla.com

Phone: 703-238-9552
Fax: 703-238-2341
Direct: 703-238-9212

WJLA-TV

Program Name	DP	Days Length	Gross Rate	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Jun 13	Jun 14	Jun 15	Jun 16	Jun 17	Jun 18	Jun 19	
WJLA 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$800.00 \$1,600.00		1				1		2
Good Morn America 7:00 AM 9:00 AM	EM	M-F 30	\$1,000.00 \$5,000.00	1	1	1			1	1	5
WJLA 5p News 5:00 PM 6:00 PM	EN	M-F 30	\$1,000.00 \$1,000.00			1					1
WJLA 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$1,200.00 \$2,400.00	1						1	2
Wheel of Fortune 7:00 PM 7:30 PM	PA	M-F 30	\$2,000.00 \$4,000.00		1				1		2
Jeopardy 7:30 PM 8:00 PM	PA	M-F 30	\$2,600.00 \$7,800.00	1		1				1	3
Duets 9:00 PM 11:00 PM	PT	W 30	\$7,500.00 \$7,500.00	1							1
WJLA 11p News 11:00 PM 11:30 PM	LN	M-F 30	\$2,400.00 \$2,400.00						1		1
Station Gross Totals			\$31,700.00	4	3	3			4	3	17

Rachael Beale
Media Strategies and Research
11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030
703-877-2000 303-764-9958 Fax
rachael@mediastrategies.com

Date/Time Sent: 5/25/2012 8:56:08 AM
WJLA-TV
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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WJLA-TV Washington, DC	Date: 5/25/2012
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I, Media Strategies and Research

do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
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SEE ATTACHED SCHEDULE

Date of First Broadcast:	Date of Last Broadcast:
Wednesday, June 13, 2012	Tuesday, June 19, 2012

Total Gross Charges: \$31,700.00

This broadcast time will be used by: **Planned Parenthood Action Fund 2012**

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ **Yes**

 ☐ **No**



Media Strategies and Research
 1580 Lincoln Street, Suite 510 11350 Random Hills Road, Suite 670
 Denver, Colorado 80203 Fairfax, Virginia 22030
 (303) 989-4700 (703) 877-2000

For Programming that "communicates a message relating to any political matter of national importance, list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For Programming that "communicates a message relating to any political matter of national importance, attach Agreed Upon Schedule.

I represent that the payment for the above described broadcast time has been furnished by:

Planned Parenthood Action Fund 2012

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

1110 Vermont Ave, NW, Washington, D.C. 20005

Executive Director

202-973-4800 Treasurer: Joseph Davy

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s).

For the above-stated broadcast(s) I also agree to prepare a script, transcript, or tape, which will be delivered to the station prior to the time of the scheduled broadcasts.

To Be Signed By Issue Advertiser

Friday, May 25, 2012

Date



Signature

303-989-4700

Contact Phone Number

To Be Signed By Station Representative

☐ Accepted

☐ Accepted In Part

☐ Rejected

Signature

Printed Name

Title



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